

database can also be provided on greeting cards, to be sent to people to mark a specific event in their lives. For example, when a friend has his or her first child, the greeting card might provide information as to the age at which individuals from the age-event database of interest to the friend had their first child.

5           In addition to the various potential products based on the age-event database, the age-event database could be available for simple queries, which could provide age-event information that the user could use as he sees fit. Thus, a user might visit a web-site on a daily basis just to see what age-events turn up for his exact age. Similarly, a user might obtain age-event information on himself and/or a target individual simply for use in conversation or correspondence.

It will be apparent to those skilled in the art that the invention described herein is not limited to the specific preferred embodiments discussed above and that various modifications can be made to the herein-described method and apparatus for customizing date information without departing from the scope or spirit of the invention. It is also intended that the present invention cover modifications and variations of the method and apparatus for customizing date information within the scope of the appended claims and their equivalents.